

## ShapingNJ Goals and Objectives

\* Indicates data from 2009 unless otherwise noted.

Goal 1: Increase the proportion of New Jersey adults and children who are physically active						
Objective	Indicator	Data Source	Baseline*	Target Setting Method (TSM)	Healthy People 2020	Healthy NJ 2020
Long-term Objectives						
1.1 By 2020, 52% of NJ adults will meet current physical activity guidelines for aerobic physical activity	Percent of NJ adults with 30+ minutes of moderate PA 5 or more days per week, or vigorous physical activity for 20+ minutes 3 or more days per week	BRFSS (annual)	47.5%	10% improvement	PA-2.1 Increase the proportion of adults who engage in aerobic physical activity of at least moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination. <i>TSM = 10% improvement</i>	NF-3a Increase the proportion of NJ adults who meet current Federal physical activity guidelines for aerobic physical activity <i>TSM = 10% improvement</i>
1.2 By 2020, 23% of NJ high school students will meet current physical activity guidelines for aerobic physical activity	Percent of NJ adolescents (14-18) who were physically active at least 60 minutes per day on each of the seven days during the seven days before the survey	Student Health Survey/YRBS (biannual)	21.3%	10% improvement	PA-3.1 Increase the proportion of adolescents who meet current Federal physical activity guidelines for aerobic physical activity <i>TSM = 10% improvement</i>	NF-3b Increase the proportion of NJ high school students that meet current physical activity guidelines for aerobic physical activity <i>TSM = 10% improvement</i>
1.3 By 2020, 75% of NJ high school students will watch TV for fewer than 3 hours a day	Percent of NJ adolescents (14-18) who watch television 3 or more hours per day	Student Health Survey/YRBS (biannual)	67.4%	10% improvement	PA – 8.2.3 Increase the proportion of adolescents in grades 9 through	NF-4a Increase the proportion of NJ high school students who

					12 who view television, videos, or play video games for no more than 2 hours a day <i>TSM = 10% improvement</i>	watch TV for no more than 2 hours a day <i>TSM = 10% improvement</i>
1.4 By 2020, 10% more NJ children will watch TV for no more than 2 hours a day	Percent of NJ children who watch television for no more than 2 hours per day	BRFSS NJ Supplement (annual)	72.0	10% improvement	PA – 8.2 Increase the proportion of children and adolescents aged 2 years through 12 <sup>th</sup> grade who view television, videos, or play video games for no more than 2 hours <i>TSM = 10% improvement</i>	
1.5 By 2020, 78% of NJ high school students will use the computer for fewer than 3 hours a day	Percent of NJ adolescents (14-18) who use computers 3 or more hours per day	Student Health Survey/YRBS (biannual)	71.1%	10% improvement	PA-8.3.3 Increase the proportion of adolescents in grades 9 through 12 who use a computer or play computer games outside of school (for non-school work) for no more than 2 hours a day <i>TSM = 10% improvement</i>	NF-4b Increase the proportion of NJ high school students who use the computer for no more than 2 hours a day. <i>TSM = 10% improvement</i>
Intermediate Objectives						
1.6 By 2015, NJ will have child care licensing regulations requiring children to engage in vigorous or moderate	State regulation that specifies that children will be engaged in moderate or vigorous physical activity in licensed,	National Resource Center for Health and Safety in Child Care and Early	No, 2010	Passage of revised licensing regulations	PA-9.2 Increase the number of States with licensing regulations for physical activity	

physical activity	regulated child care centers	Education			provided in child care that require children to engage in vigorous or moderate physical activity. <i>TSM = 1 state per year for each measure</i>	
1.7 By 2015, at least 33 percent of licensed child care centers will be re-licensed under the new physical standards	Number of child care centers that underwent license renewal after standards are enacted	NJ Office of Licensing	0, 2009	1/3 of all child care centers to receive renewed licenses		
1.8 By 2015, increase by 10 percent the number of NJ adults who walk in their neighborhood	Percent of NJ adults who walked in their neighborhood for leisure or as a way to get to a destination 5 or more days in the past 30 days	BRFSS NJ Supplement (annual)	4.8%	10% improvement	EH-2.2 Increase use of alternative modes of transportation for work: trips made by walking <i>TSM = 10% improvement (ACS)</i>	
1.9 By 2015, increase by 5 percent the number of NJ communities that have public recreation facilities	Percent of NJ adults reporting that their communities that have public recreation facilities	BRFSS NJ Supplement (annual)	75.3%	5% improvement		
1.10 By 2015, increase by 5 percent the number of NJ adults who consider their neighborhood safe	Percent of NJ adults who consider their neighborhood to be quite or extremely safe	BRFSS NJ Supplement (annual)	83.3%	5% improvement		
1.11 By 2015, increase by 5 percent the number of NJ communities that have joint use agreements with schools	Percent of NJ adults reporting that their communities that have schools that are open for public recreation activities	BRFSS NJ Supplement (annual)	48.3%	5% improvement	PA-10 Increase the proportion of the Nation's public and private schools that provide access to their physical activity spaces and facilities for all	

					persons outside of normal schools hours <i>TSM = 10% improvement</i> <i>Different data source</i>	
1.12 By 2015, at least 32 Complete Streets policies will be enacted in New Jersey	Number of Complete Streets policies in NJ	Complete Streets in New Jersey: A Compilation of State, County and Municipal Policies (annual)	7, 2010	Annual increase of 5 per year		
1.13 By 2015, the annual number of new Safe Routes to School programs implemented in NJ will be at least 38	Number of Safe Routes to School Programs in NJ	Safe Routes to School Resource Center	38	Stable		
1.14 By 2015, 25% more students will be physically active during their physical education class	Percent of NJ high school students who spend more than 20 minutes exercising during the average physical education class	Student Health Survey/YRBS (every 4 years)	69.7%, 2009	25% improvement (projection)	PA-5 addresses proportion who participate in daily PE but irrelevant question in NJ <i>TSM = 10% improvement</i>	
1.15 By 2015, 82% of NJ high schools will teach specific health education lessons related to physical activity and the relationship to optimal health	Percent of high schools that taught all 12 physical activity topics in a required course included in School Health Profiles	School Health Profiles (biannual)	61.2%, 2008	21 percentage point increase (NJ PE #6 School Level Improvement Measure)		
1.16 By 2015, 10% more employers will offer	Percent of employers who offer employee wellness	BRFSS NJ Supplement	40.7%	10% improvement	PA-12 Increase the proportion of	

employee wellness programs	programs	(annual)			employed adults who have access to and participate in employer-based exercise facilities and exercise programs <i>(Developmental)</i>	
1.17 By 2015, 10% more NJ adults will participate in employee physical activity/fitness programs	Percent of NJ adults who participate in employee physical activity/fitness programs	BRFSS NJ Supplement (annual)	25.9%	10% improvement	PA-12 Increase the proportion of employed adults who have access to and participate in employer-based exercise facilities and exercise programs <i>(Developmental)</i>	

Goal 2: Increase the proportion of New Jersey adults and children who consume a healthy diet						
Objective	Indicator	Data Source	Baseline*	Target Setting Method (TSM)	Healthy People 2020	Healthy NJ 2020
Long-term Objectives						
2.1 By 2020, 29% of NJ adults and 22% of NJ high school students will consume five or more servings of fruits and vegetables per day	Percent of NJ adults who consumed fruits and vegetables 5 or more times per day	BRFSS (annual)	26.4%	10% improvement	NWS-14: Increase the contribution of fruits to the diets of the population aged 2 years and older NWS-15: Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older. <i>TSM = Evidence-based approach (compare baseline to USDA recommendations, past trends and potential shift)</i>	NF-2a Increase the proportion of NJ adults that consume five or more servings of fruits and vegetables per day <i>TSM = 10% improvement</i>

	Percent of NJ high school students who consumed fruits and vegetables 5 or more times per day	Student Health Survey/YRBS (biannual)	20.1%	10% improvement	NWS-14: Increase the contribution of fruits to the diets of the population aged 2 years and older. NWS-15: Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older. <i>TSM = Evidence-based approach</i>	NF-2b Increase the proportion of NJ high school students who consume five or more servings of fruits and vegetables per day <i>TSM = 10% improvement</i>
2.2 By 2020, the proportion of infants ever breastfed will increase to 85%	Percent of NJ infants ever breastfed	NIS (annual)	72.1%, 2007	Expert opinion	MICH-21.1 Increase the proportion of infants who are breastfed ever <i>TSM = Modeling/projection (~10%)</i>	MCH-8a Increase the proportion of infants who are ever breastfed <i>TSM = Expert opinion</i>
2.3 By 2020, the proportion of infants breastfed exclusively through 6 months will increase to 20%	Percent of NJ infants breastfed exclusively at least 6 months	NIS (annual)	10.0%, 2007	Expert opinion	MICH-21.5 Increase the proportion of infants who are breastfed exclusively through 6 months <i>TSM = Modeling/projection (~70%) 13.6% (2006) to 23.7% (2020)</i>	MCH-8b Increase the proportion of infants who are breastfed exclusively through 6 months <i>TSM = Expert opinion</i>
2.4 By 2020, 13.9% of NJ high school students will drink soda one or more times per day in the previous 7 days	Percent of NJ high school students who drank soda one or more times per day in the past 7 days	Student Health Survey/YRBS (biannual)	19.9%	30% reduction based on expert opinion	NWS-17.2 Reduce consumption of calories from added sugars. <i>TSM = Evidence-based</i>	NF-5 Decrease the proportion of high school students (grades 9-12) who drank soda one or more times per

						day in the past 7 days <i>TSM = Expert opinion</i>
Intermediate Objectives						
2.5 By 2015, NJ will have nutrition standards that follow federal standards for foods and beverages provided to children in licensed child care centers	State regulation that sets nutrition standards for foods and beverages in licensed, regulated child care centers	National Resource Center for Health and Safety in Child Care and Early Education	No, 2010	Passage of revised licensing regulations	NWS-1 Increase the number of States with nutrition standards for foods and beverages provided to preschool-aged children in child care <i>TSM = 1 state per year</i>	
2.6 By 2015, at least 33 percent of licensed child care centers will be re-licensed under the new nutrition standards	Number of child care centers that underwent license renewal after standards are enacted	NJ Office of Licensing	0, 2009	1/3 of all child care centers to receive renewed licenses		
2.7 By 2015, at least 80 percent of NJ census tracts will have healthy food retailers	Percent of NJ census tracts with healthy food retailers within 1/2 mile of boundary	State Indicator Report on Fruits and Vegetables (biannual)	77.6%	5% improvement		
2.8 By 2015, there will be at least 1.7 farmers markets per 100,000 people in New Jersey	Farmers markets per 100,000	State Indicator Report on Fruits and Vegetables (biannual)	1.4	Improvement to meet national benchmark		
2.9 By 2015, 163,000 students will be enrolled in the NJ school breakfast program	Number of NJ school breakfast participants	Food and Nutrition Service (annual)	155,224, 2008	5% improvement (1/2 of HP 2020 target improvement)	AH-6 Increase the proportion of schools with a school breakfast program <i>TSM = 10% improvement</i>	

2.10 By 2015, at least 35% of NJ schools will allow students to purchase fruits and vegetables	Percent of NJ schools that allow students to purchase non-fried vegetables	School Health Profiles (biannual)	33.0%, 2008	6% improvement (1/2 of HP 2020 target improvement)	NWS-2.2 Increase the proportion of school districts that require schools to make fruits or vegetables available whenever other food is offered or sold <i>TSM = 12% improvement (SHPPS)</i>	
	Percent of NJ schools that allow students to purchase fruits		39.0%, 2008			
2.11 By 2015, 48% of NJ schools will offer fruits and vegetables at school celebrations	Percent of NJ schools that offer fruits and non-fried vegetables at school celebrations	School Health Profiles (biannual)	45.8%, 2008	6% improvement (1/2 of HP 2020 target improvement)	NWS-2.2 Increase the proportion of school districts that require schools to make fruits or vegetables available whenever other food is offered or sold <i>TSM = 12% improvement (SHPPS)</i>	
2.12 By 2015, 10% more schools will have school wellness teams and will implement healthy eating strategies	Percent of NJ schools that have a school health council, committee, or teams (including youth advisory groups) that offers guidance on the development of policies or coordinates activities on health topics	School Health Profiles (biannual)	59.0%, 2008	10% improvement		
2.13 By 2015, 44% of NJ schools will promote healthy eating through pricing initiatives, food preference suggestions, information sharing, and taste tests	Percent of NJ schools that implement at least 3 of the 5 following strategies: <ul style="list-style-type: none"> <li>price nutritious foods and beverages at a lower cost</li> <li>collect suggestions on</li> </ul>	School Health Profiles (biannual)	34.0%, 2008	10 percentage point improvement (NJ Nutrition School Level Improvement Measure)		

	<p>nutritious food preferences and strategies</p> <ul style="list-style-type: none"> <li>• provide information on the nutrition and caloric content of foods</li> <li>• conduct taste tests</li> <li>• provide opportunities to learn about nutrition-related topics</li> </ul>					
2.14 By 2015, at least 20 delivery facilities will achieve Baby-Friendly™ status	Number of NJ hospitals with Baby-Friendly™ status	Baby-Friendly™ Hospital Initiative USA: Baby-Friendly™ Hospitals and Birthing Centers (annual)	0, 2010	Projection		MCH-11 Increase the percentage of NJ delivery facilities that provide maternal and newborn care consistent with the WHO/UNICEF Ten Steps to Successful Breastfeeding <i>TSM = Projection (2020 target of 50%)</i>
2.15 By 2015, maternity quality practices will meet or exceed the national average	NJ Composite Quality Practice Score	mPINC (biannual)	60, 2007	Projection	MICH-24 Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies <i>TSM = modeling/projection (Breastfeeding Report Card)</i>	
2.16 By 2015, 15 companies headquartered or companies with facilities	Number of businesses headquartered or with manufacturing,	The Children's Food and Beverage	9	Projection		

in NJ will be a part of the Children's Food and Beverage Advertising Initiative	administrative, or other business facilities in NJ who are CFBAI signatories	Advertising Initiative in Action: Report on Compliance and Implementation (annual)				
2.17 By 2015, 10% more employers will offer employee wellness programs	Percent of NJ employers who offer employee wellness programs	BRFSS NJ Supplement (annual)	40.7%	10% improvement		
2.18 By 2015, 10% more NJ adults will participate in employee nutrition or weight management programs	Percent of NJ adults who participate in employee nutrition or weight management classes or counseling	BRFSS NJ Supplement (annual)	4.1%	10% improvement	NWS-7 Increase the proportion of worksites that offer nutrition or weight management classes or counseling <i>(Developmental)</i>	
2.19 By 2015, 38% of NJ employers will provide employees with lactation support programs	Percent of NJ employers who have lactation support programs	In development	TBD	Expert opinion	MICH-22 Increase the proportion of employers that have worksite lactation support programs <i>TSM=modeling/projection</i>	MCH-9 Increase the proportion of employers that have lactation support programs <i>TSM = Expert opinion</i>

Overall Goal 3: <i>Increase the proportion of New Jersey adults and children who are at a healthy weight</i>						
Objective	Indicator	Data Source	Baseline*	Target Setting Method (TSM)	Healthy People 2020	Healthy NJ 2020
Long-term Objectives						
3.1 By 2020, the proportion of NJ adults who are obese will be 23 percent or less	Percentage of NJ adults who are obese	BRFSS (annual)	23.9%	Evidence-based	NWS-9 Reduce the proportion of adults who are obese <i>TSM = 10% improvement</i>	NF-1a Reduce the proportion of NJ adults 18 and older who are obese <i>TSM = Evidence-based</i>
3.2 By 2020, the proportion of NJ high school students (14-18) who are obese will be 10 percent or less	Percentage of NJ adolescents who are obese	Student Health Survey/YRBS (biannual)	10.3%	Evidence-based	NWS-10.3 Reduce the proportion of adolescents aged 12 to 19 years who are considered obese <i>TSM = 10% improvement</i>	NF-1b Reduce the proportion of NJ high school students who are obese <i>TSM = Evidence-based</i>